

ORDER



Orders
Order / Rev: 169825
Alt Order #:
Product Desc: 10/30-11/5 Order
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Michelsohn Creative
Buying Contact: Dave Michelsohn
Billing Contact:
 8016 Constitution PI NE
 Albuquerque, NM 87110

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Verde Voters PAC
Demographic: A25-54
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$21,210.00	\$18,028.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$21,210.00	\$18,028.50	0.00
Totals	42	\$21,210.00	\$18,028.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	20%	\$21,210.00
Market	100%	\$106,050.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$84,840.00

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Flight Dates: 10/30/12 - 11/06/12

Advertiser: Verde Voters PAC
Product Desc: 10/30-11/5 Order
Estimate:
KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/30/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-----	:30	0	\$600.00	2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 2	All	10/30/12	11/05/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-----	:30	0	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	M-F Today Show		M-F 7a-9a	-TwThF----	:30		(\$600.00)		0.00	NM		
				Credited											
				[Can't dump priority due to 3 political event 2]											
	2	All	10/29/12-11/04/12	M-F Today Show		M-F 7a-9a	-TwThF----	:30		(\$600.00)		0.00	NM		
				Credited											
				[had to dump due to priority 3 on 10/31 for a priority 1 candidate]											
	4	All	10/29/12-11/04/12	M-F Today Show		M-F 7a-9a	-TwThF----	:30		(\$600.00)		0.00	NM		
				Credited											
				[Can't dump priority due to 3 political event 2]											
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
3	All	10/30/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-----	:30	0	\$175.00	3	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$175.00		0.00			
4	All	10/30/12	11/05/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	-----	:30	0	\$200.00	3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		1				\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$200.00		0.00			
5	All	10/30/12	11/05/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	-----	:30	0	\$200.00	3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$200.00		0.00			
6	All	10/30/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-----	:30	0	\$500.00	3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$500.00		0.00			
7	All	10/30/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-----	:30	0	\$800.00	3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
8	All	10/30/12	11/05/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	-----	:30	0	\$245.00	3	0.00	NM	3	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2				\$245.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$245.00		0.00			
9	All	10/30/12	11/04/12	Tuesday Prime C Tuesday Prime C	CM	Tu 9p-10p	-T-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$900.00		0.00			

